

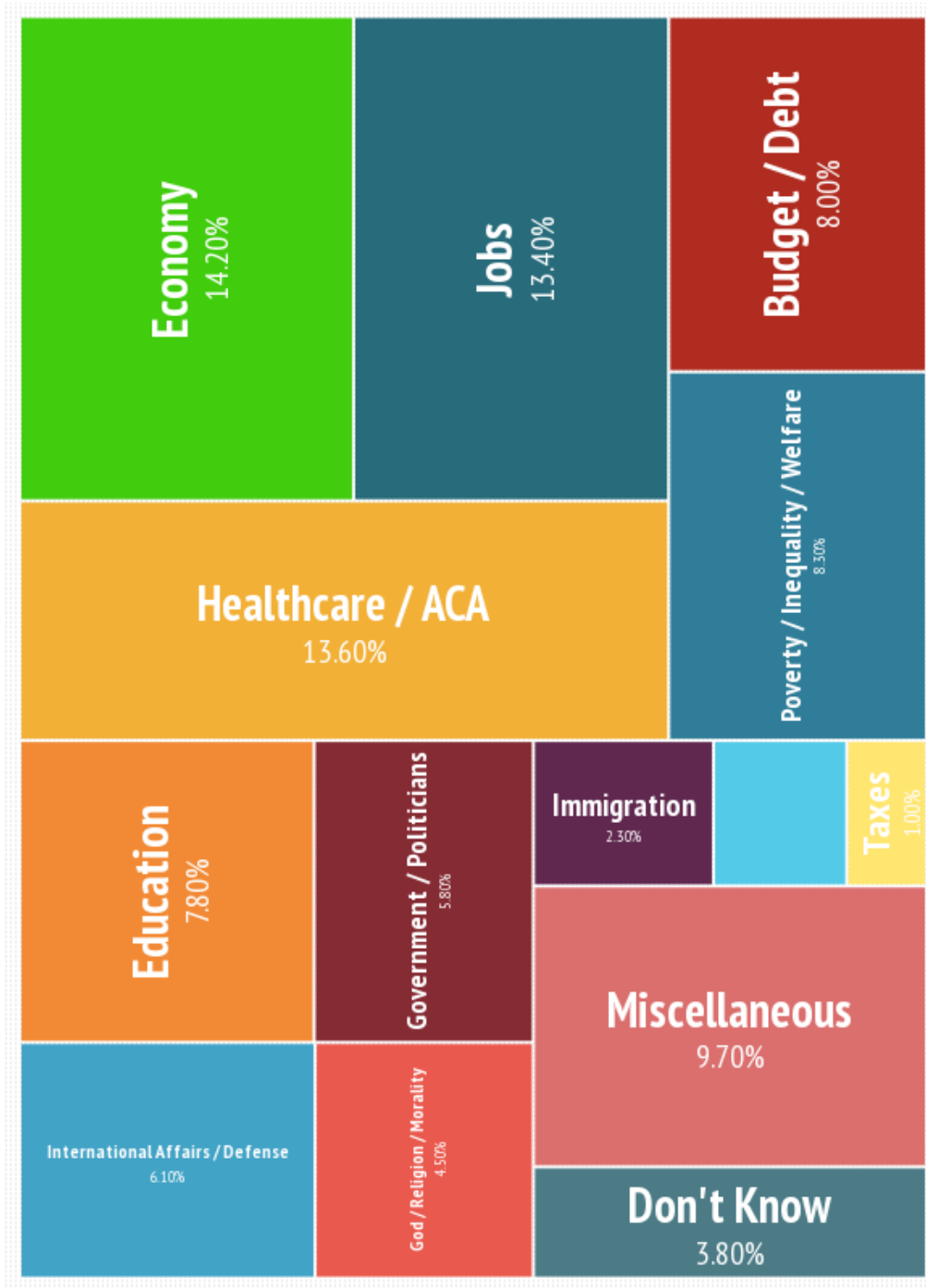
Statewide Survey: Political and Economic Perceptions of Registered Voters in North Carolina

April 25-28, 2014

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April 25-28 2014: Most Important Issue to North Carolinians



For more information visit www.elon.edu/elonpoll

April 25-28, 2014; ± 3.78%; 672 Registered NC Voters

EXECUTIVE SUMMARY

Most Important Issue

The economy is once again perceived as the most important issue facing the country (as it usually is), but only 14% of registered voters mentioned the economy compared to 21% in November 2013. Last November Healthcare or Obamacare was the most frequent response to the open-ended question, “what do you think is the most important issue in the United States” (with 24%). The most recent Elon Poll, conducted between April 25th and 28th of this year found only 14% mentioned health care or Obamacare. Some type of international affairs was mentioned by a small number of respondents (just over 6%), but that is twice as many as in November 2013.

Wrong or Right Direction: The Nation

Only 25% of registered voters in North Carolina believe the country is headed in the right direction, compared to 65% who feel the nation is off on the wrong track. Democrats are split as to which direction the country is taking, with 43% saying right direction and 42% saying wrong track. Only 9% of Republicans think the country is headed in the right direction, compared to 20% of independents. African American respondents were much more likely to feel the country was on the right track (43%) than white respondents (20%).

Wrong or Right Direction: North Carolina

Most respondents also felt that the state was on the wrong track. Thirty-seven percent of registered voters in North Carolina believe the state is headed in the right direction (an 8 point increase from September 2013), compared to almost 51% who feel North Carolina is off on the wrong track (an 8 point decrease since September 2013). Republicans’ assessment of how the state is doing has remained stable with approximately 49% saying the state is on the right track. Democrats’ feelings toward the direction of the state have improved dramatically. In September of last year only 17% of Democrats felt the state was on the right track, but in April of this year 31% felt the same way. Women (25%) were much less likely than men (50%) to think the state is heading in the right direction. One of the largest changes was seen for

African American respondents. In September of 2013 75% of black registered voters felt the state was off on the wrong (compared to 55% of whites). In April 2014 only 50% of black respondents said North Carolina is on the wrong track (compared to 52% of whites).

Economic Perceptions

More respondents believed the economy will get better (29%) over the next year than who believe it will get worse (26%). This is a reversal of what the Elon Poll found in September of last year where 26% said the economy will get better and 29% said it would likely get worse. Partisanship obviously seems to color how individuals see the economy. Democrats were much more optimistic about the economy (41%) than Republicans (14%) or Independents (28%). Men and women were very similar in their perceptions of the economy, but black and white respondents differed dramatically. African American registered voters (46%) were twice as likely as whites (23%) to believe the economy would improve over the next year.

Gay Marriage

Results from the Elon Poll over the past 12 months have consistently shown a plurality of registered voters is against same-sex marriage. But the gap between those who oppose and those who support gay marriage is not large (46% to 41%). Furthermore, there is a still a sizable portion of the population that is unsure (13%). Democrats (54%) are more supportive of same-sex marriage than Independents (46%) and Republicans (19%). Younger registered voters (18-30 years of age) are more supportive than other age groups and women (43%) are more supportive than men (38%). Whites (42%) are more tolerant to the idea of gay marriage than African American respondents (36%).

Abortion

For the first time since the Elon Poll has been asking about attitudes toward abortion the survey found a plurality of respondents supporting fewer restrictions on abortions rather than more restrictions. Forty-four percent of registered voters said state laws in North Carolina should make access to an abortion less difficult. This is only a 1 point increase since

September 2013, but the percentage of those opposed to abortion declined 5 percentage points. The April poll found that the proportion of Democrats, Independents, and Republicans who support more restrictions on abortions all declined. In September of 2013 67% of Republicans wanted more restrictions on abortion, by April that dropped to 60%. Both Democrats and Republicans saw increase in the number of people who said they were unsure about the issue. Women were divided in September of 2013, with 39 percent saying access to abortion should be more difficult and 41 percent saying less difficult (only a 2 point difference). This most recent survey showed a remarkable shift in women, with 46 wanting less restriction and only 37% wanting more restrictions (a 9 point difference).

Voter Identification

Seventy percent of registered voters support the law requiring photo identification in order to vote. This is a 5 point increase in support since November 2013. Republicans (96%) are the most supportive of the voter id law, followed by Independents (75%), then Democrats (45%). Support among Independents has increased 7 percentage points and 9 points for Democrats. September 2013 was the first time the Elon Poll found that a majority of Democrats and African Americans oppose photo identification requirements in order to vote. Prior to that time a majority of both Democrats and African Americans supported the voter ID law. The April 2014 poll found a majority of both groups still oppose the law, but support seems to have grown for both Democrats and blacks.

Affordable Care Act (Obamacare)

Opposition to the Affordable Care Act seems to be decreasing over time. In November 2013 over half of registered voters (54%) believed the Affordable Care Act would make the healthcare situation in North Carolina worse. This declined to approximately 44% in April 2014. Still, only 35% those surveyed said it would make things better, while 14% said it wouldn't make much difference. Democrats are, not surprisingly, more optimistic about the law. Sixty-five percent feel the law will improve health care in the state (an 8 point increase since February of this year). Thirty-one percent of Independents are optimistic about the law (a 4 point increase from Feb. 2014). Republicans remain firm in their opposition to the law

with only 3% believing Obamacare will improve health care (the same amount seen in Feb. 2014). Women (37%) were slightly more optimistic about the law than men (33%). African Americans (65%) feel far more positive about the ACA than whites (26%).

Immigration

Over the past 12 months the Elon University Poll has consistently found that a majority of North Carolina respondents consider immigrants to be a benefit to the state. This recent survey found attitudes toward immigrants improved slightly with 54 percent of those surveyed saying immigrants are a benefit to North Carolina and 35 percent believing they are a burden. Younger registered voters (age 18 to 30) are the most likely to see immigrants as a benefit (64%). Sixty-two percent of Democrats see immigrants as a benefit to the state compared to only 37% of Republicans.

Affirmative Action

Approximately half of the respondents were asked Question A, the other half Question B. The reason this was done was because the term Affirmative Action can be defined or described in a number of ways. Question A asked: "Do you approve or disapprove of affirmative action admissions programs at public universities that give preferences to minority applicants?" While Question B asked respondents: "Do you approve or disapprove of affirmative action programs at public universities that use an applicant's race or ethnicity as a factor in determining admissions?" The Question B version evoked more opposition to affirmative action than Question A (63% and 49% respectively). The different question wording seem to have the largest effect on African American respondents. Seventy-two percent of blacks approved of affirmative action as described by Question A, but only 54% approved of affirmative action as described by Question B.

-Dr. Kenneth E. Fernandez and Dr. Jason A. Husser

FREQUENCIES

Most Important Issue

What do you think is the most important issue in the United States?

Economy.....	95	14.10%
Jobs	90	13.40%
Healthcare / ACA	92	13.70%
Budget / Debt.....	53	7.90%
Poverty / Inequality / Welfare	56	8.30%
Education	52	7.70%
Government / Politicians.....	39	5.80%
International Affairs / Defense	41	6.10%
God / Religion / Morality	30	4.50%
Immigration	16	2.40%
Environment / Energy	11	1.60%
Taxes	6	0.90%
Miscellaneous.....	65	9.70%
Don't Know.....	26	3.90%
N=	672	100.00%

Right Track – Wrong Track: Country

Do you think things in the nation are generally headed in the right direction or do you think things are off on the wrong track?

Right direction.....	167	24.80%
Wrong Track.....	441	65.60%
Don't Know.....	64	9.60%
N=	672	100.00%

Prospective Economic Evaluation

Do you expect the economy to get better, get worse, or stay about the same over the next year?

Better	192	28.60%
Worse.....	174	25.90%
About the Same.....	292	43.40%
Don't Know.....	14	2.10%
N=	672	100.00%

Right Track – Wrong Track: State

Now, thinking about things in this state, do you think things in North Carolina are going in the right direction, or do you think things are off on the wrong track?

Right direction.....	247.....	36.70%
Wrong Track.....	344.....	51.20%
Don't Know.....	81.....	12.10%
N=	672.....	100.00%

Gay marriage

Do you support or oppose gay [same-sex] marriage?

Support.....	273.....	40.70%
Oppose.....	312.....	46.40%
Don't Know / No Opinion.....	87.....	12.90%
N=	672.....	100.00%

Immigration

Now moving to the issue of immigration....Please indicate which statement comes closest to your own view, even if neither is exactly right. 1) *Immigrants today are a benefit to North Carolina because of their hard work and job skills* or 2) *Immigrants today are a burden to North Carolina because they use public services.*
[1 and 2 are switched]

Burden.....	232.....	34.60%
Benefit.....	361.....	53.70%
DK/Refused.....	79.....	11.70%
N=	672.....	100.00%

Voter ID Support

Recently, North Carolina passed a law requiring voters to show some sort of government approved photo identification before they are allowed to vote... do you [support or oppose] this law?

Support.....	470.....	70.00%
Oppose.....	183.....	27.20%
Don't Know / No Opinion.....	19.....	2.80%
N=	672.....	100.00%

Minimum Wage

What do you think the minimum hourly wage in North Carolina should be?

< \$7.25.....	25.....	3.70%
7.25.....	33.....	4.90%
>\$7.25 & <\$9.....	139.....	20.70%
\$9 to \$9.99.....	94.....	14.00%
10.....	198.....	29.50%
>\$10.....	101.....	15.00%
DK/Refused.....	82.....	12.20%
N=.....	672.....	100.00%

Affirmative Action (Question A)

Do you approve or disapprove of affirmative action admissions programs at public universities that give preferences to minority applicants?

Approve.....	142.....	38.10%
Disapprove.....	183.....	49.50%
Don't know.....	42.....	11.30%
Refused.....	4.....	1.10%
N=.....	371.....	100.00%

Affirmative Action (Question B)

Do you approve or disapprove of affirmative action programs at public universities that use an applicant's race or ethnicity as a factor in determining admissions?

Approve.....	90.....	29.90%
Disapprove.....	189.....	62.80%
Don't know.....	21.....	6.90%
Refused.....	1.....	0.40%
N=.....	301.....	100.00%

Abortion

Now, thinking more generally, do you think state laws in North Carolina should make access to an abortion more difficult or less difficult?

More.....	265.....	39.50%
Less.....	298.....	44.30%
Don't Know.....	99.....	14.70%
Refused.....	10.....	1.50%
N=.....	672.....	100.00%

Obamacare

In the long run, how do you think the Affordable Care Act, often referred to as Obamacare, will affect the healthcare situation in North Carolina as a whole? Will it make things better, not make much difference, or will it make things worse?

Make Things Better.....	236.....	35.10%
Not Make Much Difference.....	95.....	14.10%
Make Things Worse.....	298.....	44.40%
Don't Know.....	43.....	6.40%
N=.....	672.....	100.00%

DEMOGRAPHICS

PartyID

Generally speaking, do you usually think of yourself as a Democrat, Republican, Independent, or something else?

(If Party ID=1)

Would you call yourself a strong Democrat or not a strong Democrat?

(If Party ID = 2)

Would you call yourself a strong Republican or not a strong Republican?

(If Party ID = 3, 4, or 8)

Do you think of yourself as closer to the Republican Party or Democratic Party?

Strong Democrat.....	141.....	21.00%
Democrat.....	87.....	12.90%
Independent - Leaning Democrat.....	87.....	12.90%
Independent.....	72.....	10.70%
Independent - Leaning Republican.....	96.....	14.30%
Republican.....	75.....	11.20%
Strong Republican.....	96.....	14.30%
Don't Know.....	10.....	1.50%
Refused.....	8.....	1.20%
N=.....	672.....	100.00%

Ideology

When it comes to politics, do you usually think of yourself as liberal, moderate, conservative, or haven't you thought much about this?

Would you call yourself extremely conservative or not extremely conservative?

Would you call yourself extremely liberal or not extremely liberal?

Would you call yourself slightly conservative or slightly liberal?

If you had to choose, would you consider yourself a liberal, a conservative, or a moderate?

Extremely Liberal.....	35	5.20%
Liberal.....	84	12.50%
Slightly Liberal.....	97	14.40%
Moderate.....	86	12.80%
Slightly Conservative.....	99	14.70%
Conservative.....	148	22.00%
Extremely Conservative.....	73	10.90%
Don't Know.....	43	6.40%
Refused.....	7	1.00%
N=.....	672	100.00%

Education

How much school have you completed?

Less than HS.....	27	4.00%
High School / GED.....	100	14.90%
Some College/ AA / Technical.....	201	29.90%
College Graduate.....	203	30.20%
Graduate School.....	140	20.80%
Refused.....	1	0.20%
N=.....	672	100.00%

Income

Is your annual household income more or less than \$50,000?

(If = Under \$50,000) Is it more or less than \$25,000?

(If = Over \$50,000) Is it more or less than \$75,000?

Less than \$25,000.....	91	13.60%
\$25,000 to \$50,000.....	139	20.60%
\$50,000 to \$75,000.....	101	15.00%
More than \$75,000.....	270	40.20%
Don't Know.....	44	6.50%
Refused.....	27	4.10%
N=.....	672	100.00%

Age

How old are you? [Continuous variable] Don't Know/Refused = 9999

18-30.....	138.....	20.50%
31-40.....	122.....	18.20%
41-50.....	117.....	17.40%
51-65.....	178.....	26.50%
65+.....	117.....	17.40%
N=	672.....	100.00%

Race

For statistical purposes only, could you please tell me your race or ethnic background?

White	488.....	72.60%
Black.....	143.....	21.30%
Other.....	41	6.10%
N=	672.....	100.00%

Phone

[asked to cell phones only] Do you have a land line phone?

[asked to land line phones only] Do you have a cell phone?

Landline only	50.....	7.40%
Dual Use.....	395.....	58.80%
Cell only	227.....	33.80%
N=	672.....	100.00%

Gender

Was the person male or female?

Male.....	317.....	47.10%
Female.....	355.....	52.90%
N=	672.....	100.00%

CROSS-TABULATIONS

Right Track – Wrong Track: Country

Do you think things in the nation are generally headed in the right direction or do you think things are off on the wrong track?

Perception of National Direction & Partisanship				
	Right direction	Wrong Track	Don't Know	Total
	%	%	%	%
Democrats	43	42	15	100
Independents	20	70	10	100
Republicans	9	89	2	100
Don't Know / Refused	5	84	10	100
Total	25	66	10	100

Perception of National Direction & Age				
	Right direction	Wrong Track	Don't Know	Total
	%	%	%	%
18-30	27	62	11	100
31-40	24	62	14	100
41-50	24	68	8	100
51-65	28	67	6	100
65+	20	69	11	100
Total	25	66	10	100

Perception of National Direction & Race				
	Right direction	Wrong Track	Don't Know	Total
	%	%	%	%
White	20	74	7	100
Black	43	39	18	100
Other	24	61	15	100
Total	25	66	10	100

Perception of National Direction & Gender				
	Right direction	Wrong Track	Don't Know	Total
	%	%	%	%
Male	22	69	9	100
Female	27	63	10	100
Total	25	66	10	100

Right Track – Wrong Track: State

Now, thinking about things in this state, do you think things in North Carolina are going in the right direction, or do you think things are off on the wrong track?

Perception of NC Direction & Partisanship				
	Right direction	Wrong Track	Don't Know	Total
	%	%	%	%
Democrats	31	59	10	100
Independents	35	53	12	100
Republicans	49	36	15	100
Don't Know / Refused	11	75	14	100
Total	37	51	12	100

Perception of NC Direction & Age				
	Right direction	Wrong Track	Don't Know	Total
	%	%	%	%
18-30	45	42	13	100
31-40	35	53	12	100
41-50	41	50	9	100
51-65	35	55	10	100
65+	27	56	18	100
Total	37	51	12	100

Perception of NC Direction & Race				
	Right direction	Wrong Track	Don't Know	Total
	%	%	%	%
White	36	52	13	100
Black	36	50	14	100
Other	50	50	0	100
Total	37	51	12	100

Perception of NC Direction & Gender				
	Right direction	Wrong Track	Don't Know	Total
	%	%	%	%
Male	50	42	9	100
Female	25	60	15	100
Total	37	51	12	100

Gay Marriage

Do you [support or oppose] gay marriage?

Gay Marriage & Partisanship				
	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
Democrats	53	35	12	100
Independents	46	41	13	100
Republicans	19	69	12	100
Don't Know / Refused	19	52	28	100
Total	41	46	13	100

Gay Marriage & Age				
	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
18-30	55	34	10	100
31-40	45	46	9	100
41-50	32	54	13	100
51-65	37	48	15	100
65+	34	50	16	100
Total	41	46	13	100

Gay Marriage & Race				
	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
White	42	45	12	100
Black	36	48	17	100
Other	41	53	7	100
Total	41	46	13	100

Gay Marriage & Gender				
	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
Male	38	50	11	100
Female	43	43	15	100
Total	41	46	13	100

Immigration

Now moving to the issue of immigration....Please indicate which statement comes closest to your own view, even if neither is exactly right. 1) Immigrants today are a benefit to North Carolina because of their hard work and job skills or 2) Immigrants today are a burden to North Carolina because they use public services. [rotated]

Immigration & Partisanship				
	Burden	Benefit	DK/Refused	Total
	%	%	%	%
Democrats	27	62	11	100
Independents	32	59	9	100
Republicans	49	37	13	100
Don't Know / Refused	32	25	44	100
Total	35	54	12	100

Immigration & Age				
	Burden	Benefit	DK/Refused	Total
	%	%	%	%
18-30	30	64	6	100
31-40	29	59	12	100
41-50	44	45	10	100
51-65	38	51	11	100
65+	31	48	21	100
Total	35	54	12	100

Immigration & Race				
	Burden	Benefit	DK/Refused	Total
	%	%	%	%
White	38	51	12	100
Black	25	64	11	100
Other	34	55	11	100
Total	35	54	12	100

Immigration & Gender				
	Burden	Benefit	DK/Refused	Total
	%	%	%	%
Male	33	55	11	100
Female	36	52	12	100
Total	35	54	12	100

Voter ID Support

Recently, North Carolina passed a law requiring voters to show some sort of government approved photo identification before they are allowed to vote... do you [support or oppose] this law?

Voter ID & Partisanship				
	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
Democrats	45	50	6	100
Independents	75	23	1	100
Republicans	97	3	0	100
Don't Know / Refused	54	31	15	100
Total	70	27	3	100

Voter ID & Age				
	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
18-30	77	23	0	100
31-40	63	34	3	100
41-50	76	23	1	100
51-65	70	28	2	100
65+	64	27	8	100
Total	70	27	3	100

Voter ID & Race				
	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
White	77	21	2	100
Black	43	50	7	100
Other	75	23	2	100
Total	70	27	3	100

Voter ID & Gender				
	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
Male	76	24	1	100
Female	65	30	5	100
Total	70	27	3	100

Affirmative Action (Question A)

Do you approve or disapprove of affirmative action admissions programs at public universities that give preferences to minority applicants?

Affirmative Action (Question A) & Partisanship					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	59	32	9	0	100
Independents	36	48	15	1	100
Republicans	14	81	4	1	100
Don't Know / Refused	25	0	61	14	100
Total	38	49	11	1	100

Affirmative Action (Question A) & Age					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	61	24	14	0	100
31-40	41	48	9	2	100
41-50	30	58	12	0	100
51-65	32	59	7	2	100
65+	30	52	17	1	100
Total	38	49	11	1	100

Affirmative Action (Question A) & Race					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	26	61	12	1	100
Black	72	15	11	2	100
Other	61	31	8	0	100
Total	38	49	11	1	100

Affirmative Action (Question A) & Gender					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	37	52	10	1	100
Female	39	47	12	1	100
Total	38	49	11	1	100

Affirmative Action (Question B)

Do you approve or disapprove of affirmative action programs at public universities that use an applicant's race or ethnicity as a factor in determining admissions?

Affirmative Action (Question B) & Partisanship					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	51	38	10	1	100
Independents	26	70	4	0	100
Republicans	8	85	7	0	100
Don't Know / Refused	34	44	22	0	100
Total	30	63	7	0	100

Affirmative Action (Question B) & Age					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	26	67	7	0	100
31-40	39	57	4	0	100
41-50	32	64	4	0	100
51-65	30	62	8	0	100
65+	22	64	12	2	100
Total	30	63	7	0	100

Affirmative Action (Question B) & Race					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	21	71	8	0	100
Black	54	40	6	0	100
Other	53	47	0	0	100
Total	30	63	7	0	100

Affirmative Action (Question B) & Gender					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	26	67	7	0	100
Female	34	58	7	0	100
Total	30	63	7	0	100

Economic Perception

Do you expect the economy to get better, get worse, or stay about the same over the next year?

Economic Perception & Partisanship					
	Better	Worse	About the Same	Don't Know	Total
	%	%	%	%	%
Democrats	41	14	42	3	100
Independents	28	28	42	2	100
Republicans	14	37	47	2	100
Don't Know / Refused	20	44	36	0	100
Total	29	26	43	2	100

Economic Perception & Age					
	Better	Worse	About the Same	Don't Know	Total
	%	%	%	%	%
18-30	28	25	48	0	100
31-40	30	26	40	3	100
41-50	26	31	43	0	100
51-65	29	25	43	3	100
65+	30	23	43	4	100
Total	29	26	43	2	100

Economic Perception & Race					
	Better	Worse	About the Same	Don't Know	Total
	%	%	%	%	%
White	23	29	46	2	100
Black	46	13	37	3	100
Other	31	35	34	0	100
Total	29	26	43	2	100

Economic Perception & Gender					
	Better	Worse	About the Same	Don't Know	Total
	%	%	%	%	%
Male	30	27	42	2	100
Female	28	25	45	2	100
Total	29	26	43	2	100

Abortion

Now, thinking more generally, do you think state laws in North Carolina should make access to an abortion more difficult or less difficult?

Abortion & Partisanship					
	More	Less	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	23	58	18	1	100
Independents	39	47	12	2	100
Republicans	60	23	16	1	100
Don't Know / Refused	65	35	0	0	100
Total	40	44	15	1	100

Abortion & Age					
	More	Less	Don't Know	Refused	Total
	%	%	%	%	%
18-30	40	45	15	0	100
31-40	35	55	9	1	100
41-50	42	41	16	1	100
51-65	42	39	15	3	100
65+	38	43	18	2	100
Total	40	44	15	1	100

Abortion & Race					
	More	Less	Don't Know	Refused	Total
	%	%	%	%	%
White	42	43	13	2	100
Black	28	52	19	1	100
Other	48	34	18	0	100
Total	40	44	15	1	100

Abortion & Gender					
	More	Less	Don't Know	Refused	Total
	%	%	%	%	%
Male	43	43	13	2	100
Female	37	46	16	1	100
Total	40	44	15	1	100

Obamacare (ACA)

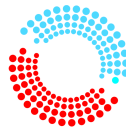
In the long run, how do you think the Affordable Care Act, often referred to as Obamacare, will affect the healthcare situation in North Carolina as a whole? Will it make things better, not make much difference, or will it make things worse?

ACA & Partisanship					
	Make Things Better	Not Make Much Difference	Make Things Worse	Don't Know	Total
	%	%	%	%	%
Democrats	65	13	15	7	100
Independents	31	19	44	7	100
Republicans	3	10	83	5	100
Don't Know / Refused	25	12	56	7	100
Total	35	14	44	6	100

ACA & Age					
	Better	No Difference	Worse	Don't Know	Total
	%	%	%	%	%
18-30	37	19	37	7	100
31-40	35	13	46	6	100
41-50	31	13	53	3	100
51-65	35	13	47	4	100
65+	38	12	38	12	100
Total	35	14	44	6	100

ACA & Race					
	Better	No Difference	Worse	Don't Know	Total
	%	%	%	%	%
White	26	13	53	7	100
Black	65	17	12	5	100
Other	34	13	47	7	100
Total	35	14	44	6	100

ACA & Gender					
	Better	No Difference	Worse	Don't Know	Total
	%	%	%	%	%
Male	33	14	47	6	100
Female	37	14	42	7	100
Total	35	14	44	6	100



Question Ordering

- Introduction
 - intro..... Introductory screen / Household Randomizer
 - impissue Most Important Issue in US [rotate position]
 - regist Registered to Voter
 - ncrez Resident of NC Registered to Vote
- Approval
 - approvpres President Approval
 - approvcong Congress Approval
 - approvgov Governor Approval
 - approvlegis General Assembly Approval
 - approvhagan Hagan Approval
 - hagan2 Open-ended reason for approval?
 - hagan3 Open-ended reason for disapproval?
 - approvburr Burr Approval
 - tillis Tillis Recognize
 - tillis2 Tillis Favorable
 - tillis3 Why Favorable
 - tillis4 Why Unfavorable
 - brannon Brannon Recognition
 - brannon2 Brannon Favorable
 - brannon3 Why Favorable
 - brannon4 Why Unfavorable
 - harris Harris Recognition
 - harris2 Harris Favorable
 - harris3 Why Favorable
 - harris4 Why Unfavorable
- Right/Wrong Direction
 - n_direction Nation right or wrong direction
 - importissue Most Important Issue in US [rotate position]

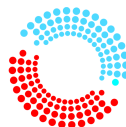
- s_direction State right or wrong direction
- vote1 Do you plan on voting in primary
- vote2 Do you plan to vote question variant
- Policies
 - Gaymarriage Support/Oppose Gay Marriage
 - immigrant1 Are immigrants a burden or benefit
 - immigrant2 Burden/Benefit question rotated
 - immigrant3 Open-ended immigration question
 - imfriend Friend or Relative who is recent immigration
 - wage What should the minimum wage in NC be
 - affirmative1 Support/Oppose affirmative action
 - affirmative2 Support/Oppose affirmative action – variant
 - economy Expect economy to get better/worse/same
 - abortion Access to Abortion
 - obamacare Affordable Care Act good for NC
 - haganaca Hagan voted for ACA
 - haganad Have you seen any TV ads of Hagan
 - haganad2 Were the ads for or against Hagan
- Partisanship
 - partyid Party Identification
 - partyidrep Party ID Branch GOP
 - partyiddem Party ID Branch DEM
 - partyidind Party ID Branch IND
- Ideology
 - ideo Ideology
 - ideocon Ideology Branch CON
 - ideolib Ideology Branch LIB
 - ideomod Ideology Branch MOD
 - ideodk Ideology Branch DK
- Demographics

ELON UNIVERSITY POLL

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- married..... Married, Single, Divorced, Widowed
- child..... Do you have children under 18
- educ Education
- attend..... Church Attendance
- attendfreq..... Church Attendance Probe
- relig Religion
- christian Christian
- born..... Born Again
- inc Income
- inc_high..... Income High Probe
- inc_low..... Income Low Probe
- growup Did you growup in NC
- growup2..... Did you growup in the South
- accent1 Do you have a Southern Accent
- accent2..... Did you ever have an accent
- age Age
- hhsiz Household Size
- race..... Race
- zipcode zipcode
- phone landline/cell phone
- internet Does your home have internet access
- North Carolina
 - describeNC Describe NC in two words or a phrase
 - visitNC Friend visiting, what to see
 - bbq Eastern or Western Carolina BBQ
 - NASCAR Would your describe yourself as a NASCAR fan?
 - NASCAR2 Have you ever attended a NASCAR race?
 - admire What person in NC, living or dead, do you admire the most
- Post-interview

- sex.....Gender
- accent.....Accent



Basic Methodological Information

Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Population & Sample Area	North Carolina; Registered Voters
Dates in the field:	April 25-28, 2014
Sample Size	672
Margin of Error	±3.78
Confidence Level	95%
Weighting Variables	Age, Race, Gender, & Phone Ownership

The Elon University Poll uses a stratified random sample of households with telephones and wireless (cell) telephone numbers. Please direct questions about the Elon University Poll’s methodology to the Director of the Elon University Poll, Dr. Kenneth Fernandez at 336-278-6438 or kfernandez@elon.edu.

Procedures Used for Conducting the Poll

The Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing) for the administration of surveys. We attempt to reach each working telephone number in the sample up to five times. We only interview residents of North Carolina who are over 18. The Elon University Poll conducted the survey over a four-day period. Live interviewers called from 3 p.m. to 8 p.m. Friday (4/25); 11 a.m. to 8 p.m. on Saturday (4/26); 11 a.m. to 8 p.m. (4/27); and from 4:30 p.m. to 9:30 p.m. on Monday (4/28).

Additional Methodological Decisions

Branching Questions

For many questions with multiple response options, we program our surveys to branch into a secondary probing question.

“Don’t Know” & “Refused” Response Options

All questions include an option for respondents to volunteer “don’t know” or to refuse. In the vast majority of questions, interviewers do not prompt “don’t know” responses.

Weighting

We typically weight results from the Elon University Poll on multiple demographic characteristics: race, gender, household size, region, education, and age. Weighting rarely leads to substantial changes in results. We use iterative raking, adjusting one dimension at a time. We include detailed information about weighting of survey samples for each poll on both the Elon University Poll website and within released reports.

Within Household Randomization

For landlines, we use the common “oldest-youngest” technique to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

Completion Criteria

An interview is a complete only if a respondent progresses through the entire survey. Respondents who hang up before completing the last question or who refuse to more than 10 % of the questions are incompletes and not included in the report.

Support for Transparency

The Elon University Poll supports transparency in survey research and is a supporter of the American Association for Public Opinion Research Transparency Initiative, which is a program promoting openness and transparency about survey research methods and operations among survey research professionals and the industry. All information about the Elon University Poll that we released to the public conforms to reporting conventions recommended by the American Association for Public Opinion Research and the National Council on Public Polls.

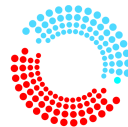
Question Construction and Question Order

In releasing survey results, the Elon University Poll provides the questions as worded and the order in which respondents receive these questions. In some cases question ordering rotates to avoid biases. In an effort to provide neutral, non-biased questions, we attempt to observe conventional question wording and question order protocols in all of our polls. In order to avoid recency or primacy effects, we randomize candidate names and directional response options (e.g. support / oppose) within the text of each question. We pretest every questionnaire multiple times before entering the field.

Sampling

Survey Sampling International, LLC, provide samples of telephone numbers. To equalize the probability of telephone selection, sample telephone numbers are systematically stratified according to subpopulation strata (e.g., a zip code, a county, etc.), which yields a sample from telephone exchanges in proportion to each exchange's share of telephone households in the population of interest. Estimates of telephone households in the population of interest are generally obtained from several databases. Samples of household telephone numbers are distributed across all eligible blocks of numbers in proportion to the density of listed households assigned in the population of interest according to a specified subpopulation stratum. Upon determining the projected (or preferred) sample size, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the population of interest and dividing that sum by the number of sampling points assigned to the population. From a random start between zero and the sampling interval, blocks are selected systematically in proportion to the density of listed household "working blocks."

A block (also known as a bank) is a set of contiguous numbers identified by the first two digits of the last four digits of a telephone number. A working block contains three or more working telephone numbers. Exchanges are assigned to a population on the basis of all eligible blocks in proportion to the density of working telephone households. Once each population's proportion of telephone households is determined, then a sampling interval, based on that proportion, is calculated and specific exchanges and numbers are randomly selected.



The wireless component of the study sample starts with determining which area code-exchange combinations in North Carolina are included in the wireless or shared Telcordia types. Similar to the process for selecting household telephone numbers, wireless numbers involve a multi-step process in which blocks of numbers are determined for each area code-exchange combination in the Telcordia types. From a random start within the first sampling interval, a systematic n th selection of each block of numbers is performed and a two-digit random number between 00 and 99 is appended to each selected n th block stem. The intent is to provide a stratification that will yield a sample that is representative both geographically and by large and small carrier. From these, a random sample is generated.

Because exchanges and numbers are randomly selected, unlisted as well as listed numbers are included in the sample. Thus, the sample of numbers generated for the population of interest constitutes a random sample of telephone households and wireless numbers of the population.

Frequently Asked Questions about our Methodology

1. *Who pays for the Elon University Poll?*
Elon University fully funds the Elon University Poll.
2. *Does the Elon University Poll favor a certain party?*
The Elon University Poll is an academic, non-partisan survey. We do not engage or work with any political candidates or parties. We employ best practices to ensure the results are not biased.
3. *Where do you get your numbers?*
We obtain samples of randomized phone numbers from Survey Sample International.
4. *How many times do you call a number before giving up?*
We will attempt to call each working number up to five times before removing it from the sample.
5. *Do you call both cell phones and land lines?*
Yes. We use a mixed sample of both cell phones and landlines. We weight on phone ownership to adjust for the higher probability of selection of those who own both cell phones and landline phones.
6. *Does the Elon University Poll do IVR surveys or automated "robopolls"?*
No. Well-trained students at Elon University conduct all our interviewers.
7. *Do you report non-response rates?*
Yes. We report non-response rates based on AAPOR guidelines. The response rate for the April 2014 Poll was 9.1%, which approximates the national average response rates

of other high quality survey organizations. The response rate is calculated using the American Association of Public Opinion Research (AAPOR) formula RR4.

8. *Do you weight the data?*

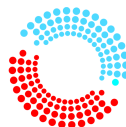
Yes. We apply weights to the data. An iterative proportional fitting algorithm generates weights based on Census and CDC population parameters of residents in North Carolina. Registered voter screens sometimes cause final weighted variables to not match those parameters exactly- which is intended.

9. *Do you randomize response options?*

Yes. We rotate the order of candidate names in all applicable questions. We also rotate order of text for other questions, such as those that include response options such as "more" and "less." Furthermore, we rotate the order of some questions themselves if we suspect the order of a question could bias results.

10. *Do you conduct within-household randomization?*

Yes. For landlines, we use the common "oldest-youngest" rotation to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

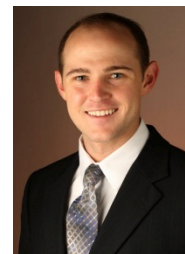


The Elon University Poll Team

- Dr. Kenneth Fernandez is the Director of the Elon University Poll. Dr. Fernandez holds a Ph.D. in Political Science from University of California – Riverside. Dr. Fernandez is Assistant Professor of Political Science at Elon University. He has published numerous articles in peer-reviewed social science journals.
- Dr. Jason Husser is the Assistant director. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University. Dr. Husser is also Assistant Professor of Political Science at Elon University. He was previously the Associate Coordinator of the Vanderbilt University Poll.
- John Robinson serves as Director of Communications for the Poll. He is a former newspaper editor, veteran journalist, and North Carolina native.
- Daniel Anderson is Vice President of Elon University Communications.
- Eric Townsend is Director of the Elon University News Bureau. Both work very closely with the directors in communicating results of the poll.



Fernandez



Husser



Robinson

Faculty members in the Department of Political Science, chaired by Dr. Sharon Spray, are also involved in advising the directors.

The poll operates under the auspices of the College of Arts and Sciences at Elon University, led by Interim Dean Gabie Smith.

The Elon University administration, led by Dr. Leo Lambert, president of the university, fully supports the Elon University Poll as part of its service commitment to state, regional, and national constituents. Elon University fully funds the Elon University Poll. Because of this generous support, the Elon University poll does not engage in any contract work. This permits the Elon University Poll to operate as a neutral, non-biased, non-partisan resource.

Elon University students administer the survey as part of the University's commitment to civic engagement and experiential learning where "students learn through doing." Student interviewers receive extensive training prior to engaging in interviewing. A team of student supervisors (led by Mary Young '14) assists the directors with quality control and monitoring.

For more information on the Elon University Poll, visit www.elon.edu/elonpoll

Or contact:

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